

Ruth S. Day
Brief Overview

March, 2001

CONTACT INFORMATION

Psychology Department
Duke University
Box 90085
Durham, NC 27708-0085

EDUCATION

NIH Postdoctoral Fellow, Stanford University (Human Cognition)
Ph.D., Stanford University (Experimental Psychology)
Indiana University (With Distinction and Departmental Honors)

CURRENT POSITIONS

Associate Professor of Psychology, Duke University
Senior Fellow, Center for the Study of Human Development and Aging, Duke University
Course Director, National Science Foundation Chautauqua Program
Satellite Coordinator, National Science Foundation Chautauqua Program

PAST POSITIONS

Visiting Scholar, Carnegie-Mellon University
Faculty, Linguistics Society of America Institute
Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford University
Associate Professor of Psychology and Linguistics, Yale University
Assistant Professor of Psychology and Linguistics, Yale University
Acting Assistant Professor of Psychology, Stanford University

TEACHING

Courses (undergraduate and graduate)

--Cognitive Psychology	--Everyday Cognition
--Psychology of Language	--Cognition Lab
--Great Ideas in Psychology	--Language and Cognition
--Cognitive Classics	--Individual Differences in Cognition
--Cognition and Teaching	--Attention

Guest Lecturer

--Pharmacy School, University of North Carolina
--Medical Pharmacology, Duke University Medical School

Teaching Awards

--Teaching Innovation Award (Yale University)
--"10 Best Teachers" (Yale University)
--Distinguished Teacher Award (Duke University)
--"All-Star Teacher" (Smithsonian Institution/Teaching Company)

RESEARCH

Basic Cognition (memory, comprehension, problem solving, representation, knowledge structures, individual differences, linguistic coding)

Medical Cognition (how both patients and providers understand, remember and use medical information)

Courtroom Cognition (how judges and jurors understand laws and use them to decide court cases)

Memory for Movement (how dancers and athletes remember sequences of movement)

Cognition and Teaching (cognitive processes in college professors and implications for teaching/learning)

SAMPLE GRANTS/CONTRACTS (Medical Cognition)

- Comprehension of Drug Information in the Elderly. National Institutes on Aging, 1988.
- Optimizing Patient Comprehension through Medicine Information Leaflets. U.S. Pharmacopeia, Inc. (Subcontractor with Pharmacy School, University of North Carolina, 1998.
- Usability Testing of Model Medical Device Patient Labeling. U.S. Food and Drug Administration, Center for Devices and Radiological Health, 1999.

SAMPLE CONSULTING (Medical Cognition)

- Migraine management. Glaxo, Inc. (Note: resulted in patient-physician brochure, *Charting Your Route to Relief: A Personal Migraine Management Program*, in use from 1994 to present.)
- Gastric distress syndrome. Glaxo, Inc.
- Multiple medication schedules for patient education. Individual physicians.
- Auto-injectors for drug delivery. Dey, Inc. (Note: redesigned Patient Package Insert for EpiPen)
- Usability/development of electronic medical record and research database. Duke University Medical School.
- Effects of labeling on cognitive accessibility: Rx and OTC drugs. FDA and industry.

SAMPLE PUBLICATIONS / PRESENTATIONS (Medical Cognition)

- Day, R. S. Alternative representations. In G.H. Bower (Ed.), *The Psychology of Learning and Motivation*. New York: Academic Press, 1988, 22, 261-305. (Note: includes research on alternative displays for multiple medication schedules.)
- Day, R. S. Cognition experiments: Optimizing patient comprehension through medicine information leaflets. In A.G. Hartzema, S. Tolleson-Rinehart, B.L. Sleath, and R.S. Day, *Optimizing patient comprehension through medicine information leaflets*. Rockville, MD: U.S. Pharmacopeia, 1999, 60-176.
- Day, R. S. *Ways to Know It, Ways to Show It: Effects on Memory, Comprehension, and Problem Solving*. In preparation.
- Day, R. S. and Wagner, G. Cognitive analysis of provider tasks in a cardiology clinic. In preparation.
- Day, R. S. Reducing medication mistakes in the elderly. Cognitive Aging Conference, 1990
- Day, R. S. Alternative displays: Effects on memory and problem solving for drug information. Glaxo, Inc, 1994.
- Day, R. S. Deadly drugs vs. medical miracles: Understanding prescription medications. North Carolina Cognition Conference, 1994.
- Day, R. S. Cognitive analysis of Zantac information: Text and pictorial problems. Glaxo, Inc., 1995.
- Day, R. S. Understanding, remembering and using drug interaction information. Psychonomic Society, 1995.
- Day, R. S. Memory and problem solving in pharmacy. Pharmacy School, University of North Carolina, 1996.
- Day, R. S. Understanding drug information: Recent studies. Thailand Pharmacy Delegation, 1996.
- Day, R. S. Cognitive problems in everyday pharmacy practice. Senior Pharmacy Administration Staff, Duke University Medical Center, 1996.
- Day, R. S. Drug information pictograms: If a picture is worth 1,000 words, which words are they? North Carolina Cognition Conference, 1999.
- Day, R. S. Useful patient information. National Drug Information Stakeholders Meeting, 1999.
- Day, R. S. Cognitive aspects of drug information: Implications for patients and professionals. Micromedex, Inc., 1999.
- Day, R. S. Medical misadventures: Comprehension of drug and device information. Humanities in Medicine Lecture Series, Duke University Medical Center, 2000.
- Day, R. S. Medical errors: Cognitive bases and solutions. Psychology Department, Duke University, 2000.
- Day, R. S. Cognitive accessibility of drug information: Implications for patients and professionals. U.S. Food and Drug Administration, Center for Drug Evaluation and Research, 2000.
- Day, R. S. Drug information pictograms: A comprehensive approach. Human Factors and Ergonomics Society, 2000.
- Day, R. S. Cognitive tasks for medical device evaluation. Human Factors and Ergonomics Society, 2000.
- Day, R. S. How are medication risks and benefits understood by consumers and healthcare professionals? International Pharmaceutical Federation, Vienna, Austria, 2000.
- Day, R. S. "BrandName.Com" – Cognitive accessibility of drug information. Drug Info. Agency, 2000.